

HOW TO PARTICIPATE AS AN ABSENTEE BUYER

We have made preparations to bid and buy livestock through Superior Productions' "Call or Click-To-Bid" service for those unable to attend in person on sale day. **Please note that all of the lots in the sale will also be available for viewing online prior to sale day at**

www.superiorlive.com.

If possible, you can come by and evaluate the bulls prior to sale day. If distance is a problem, we can also provide you with a DVD of all the bulls for home viewing. All of the lots in the sale will be available for viewing online prior to sale day at www.willowoakranch.com, www.superiorlive.com and www.superiorlivestock.com as well.

Customers tell us that the video does a good job of showing conformation, structural correctness, and how the bulls travel, etc. Our sale book, with complete data on each bull, is very helpful. Please feel free to call the bull owner or sales staff with questions. In addition, there will be qualified persons on hand sale day to evaluate the bulls and answer any questions you might have. The sale will be broadcast by Superior Productions.

HERE'S HOW IT WORKS

Turn in Bids Over the Phone. This is our traditional method of buying livestock. To get started, simply go online to www.superiorlive.com and click on the tab titled "REGISTER FOR YOUR BUYER'S NUMBER". Print the registration form, fill it out, sign it, and fax it in (817/378-3380) to Superior Productions. You can also mail it to the address provided on the form. Upon receipt of this information, Superior will call you with a buyer's number and the bid line phone number that you will use on sale day to place bids over the phone.

Click-To-Bid. This is Superior's newest way to buy cattle! Registration is free, but you must become a member of www.superiorclicktobid.com to sign up. Becoming a member is easy – just go to the homepage of www.superiorclicktobid.com and follow the outlined steps to get started. Input your information and select a username and password. You will receive an e-mail confirming you are a member. From that point forward, you just have to sign in and select the sale you would like to register for and once approved by the ranch, you will receive an e-mail confirming which sale you are now registered for.

Viewing the Auction. The sale will be broadcast via satellite on RFD-TV - Dish Network channel 231 and DirecTV channel 345. The sale will also be broadcast live on the internet at www.superiorclicktobid.com – just go to the home page and select the auction. Remember, you can call in to bid whether you watch on the TV or on the internet, but you must be a member of www.superiorclicktobid.com to "click-to-bid". Your computer must have Flash Media Player installed to view the auction.

Bidders who are successful in making purchases via satellite or internet will be contacted by Willow Oak Ranch after the sale to settle payment and shipping arrangements.